



Newsletter of the Society for the Advancement of Consulting® - December 2020

Founded by Million Dollar Consulting guru Alan Weiss, the Society for the Advancement of Consulting® is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients.

On Your Mark...

The new year is almost up on us. We can't remember a time when everyone was so anxious to put a current year behind them!

Even though COVID-19 cases are still surging, there's good news on the horizon. A set of vaccines will be here soon. That will allow a return to some sense of normalcy. The US presidential election is finally over, which will clarify government positions on issues important to us and our clients. Even BREXIT should move forward by the end of the year.

The question is are you prepared for the challenges and opportunities of 2021? Do you have the offerings in place to hit the ground running when the new year arrives?

Now's the time to plan for how to grow and evolve your business to be successful in the new environment. SAC is here to help with an ongoing set of programs and activities.

- Learn how to manage the media to build your practice with our December 9th webinar featuring media training expert [Penny Daniels](#).
- We've got a great lineup of webinar speakers for you in 2021, too, starting with 2020 Advancing Consulting Award winner [Gene Moran](#) discussing how to build your advisory practice on Jan. 14. See the calendar of upcoming events below.
- Want to build your skills? Check out one of our upcoming **Business Accelerator Labs** (see below for more information).
- **Technology** and **Healthcare/Life Sciences SIGs** are launching this month. Last chance to join these exciting groups.
- The content from October's **Annual Meeting** is available for you to watch or review. See below for how to access this.
- We continue our series of **Wine Down-Wake Up** online meetups with a pre-holiday get-together on December 17th at 4 PM PT. Bring your SAC cup with you!

Please stay healthy and [let us know](#) how we can support you at SAC.

Linda and Lisa

VIRTUALLY THE BEST CONTENT ON THRIVING THROUGH AMBIGUITY...

Available now!

Recordings of each session are available on the password-

protected annual event page. Check out the sessions you missed, or go back to relisten to those you found most valuable.

If you didn't attend the meeting, don't feel left out. The set of recordings is available for purchase at \$199 for members; slightly more for affiliates and non-members. [Learn more.](#)

THRIVING
WITH CLIENT WINS

**BREAKING
THROUGH**
BARRIERS

**BEYOND
AMBIGUITY:**
WHAT'S NEXT?

HOW CAN YOU BUILD BETTER THOUGHT LEADERSHIP? WE NEED YOUR INPUT

Annual Meeting speaker **Peter Winick** has agreed to join us in March for an expanded discussion on some of the hot topics he presented in October. Peter would like our input on specific topics from what he presented at the Annual Meeting you'd like to learn about in more depths. Whether or not you attended Peter's presentation, [tell us what specific topics you'd like him to tackle](#) in his March presentation.



SIG UPDATE

The **Supply Chain SIG** recently hosted two sessions on Reshoring that attracted clients and prospects from around the world. Interested? Recordings are available [here](#).

[Download](#) the eBook: *Thriving in the New Business Environment: Why the Strategic Supply Chain Matters*.

The **Nonprofit SIG** has developed a set of priorities and will be launching their first programs, soon. Stay tuned!

Initial meetings of the **Technology** and **Healthcare/Life Sciences** SIGs are happening this month! [Learn more.](#)



Why The
Strategic Supply
Chain Matters

A publication of SAC Press
November 2020



REMINDER: SPECIAL MEMBERSHIP OFFER EXPIRES AT THE END OF DECEMBER

Renew your SAC membership early (before your scheduled renewal date) by the end of December and receive a **free seat in one of our upcoming Business Accelerator Labs**

[More information.](#)

Accelerate This!

Our [Business Accelerator Labs](#) have been well-received. Last month's session featured SAC member Mark Wolf teaching us how to be a more effective virtual facilitator.

There are still a few seats available in next week's Get Known lab, featuring our own **Lisa Anderson**.

Join us for one of the next upcoming sessions:

December 8: Get Known – Lisa Anderson

[Learn more and to register.](#)

SAC IN PICTURES

Have photos of a SAC event? [Send them](#) to us and we'll share them with the community!

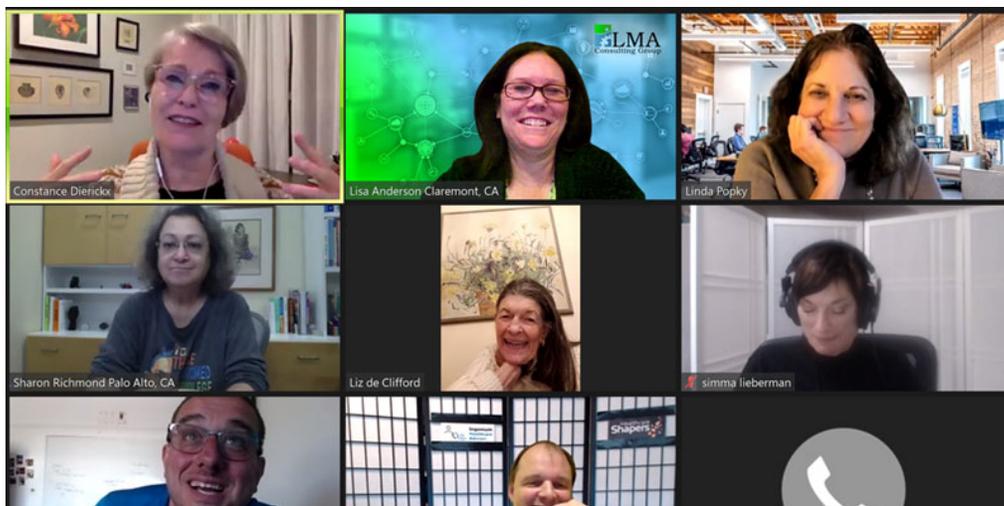
Facilitate This! - November 19, 2020



SAC SIG Reshoring Event - October 28, 2020



Wine Down-Wake Up Event - November 19, 2020





Art Koch with his blue SAC cup.

Are you using yours?

Send us a picture!

Are You Getting Everything You Can From Your SAC Membership?

Why not utilize SAC to increase your visibility and success? Take advantage of one of the following opportunities. We have a new social media campaign and will be including in our promotions:

- [Submit an article](#) for the [SAC blog](#)
- [Submit a quote](#) for our bi-monthly [press release](#). Our next release will be in February—see below.
- Join our [local, regional and global meetings](#). Check out [photos](#) and other news from our recent events.
- [Submit your book](#) to “[SAC in Print](#)”
- If you could be an editor, consider taking on the role for [SAC Press](#). This will provide great exposure for contributing members.
- [Access past webinars](#) through the archives. Both video and audio versions are available.

Please add/update your social media handles in your profile so that we can follow and tag you.

We’ve updated our website with the list of benefits available to SAC members. The list includes some items that are not being utilized by all of our members.

[Check this out.](#)

SPECIAL ANNUAL MEETING BOOKSTORE

Books written by our Annual Meeting speakers and hosts are now available in a special SAC Annual Meeting Bookshop. We have a separate list of the long list of books written by our founder Alan Weiss. [Check these out now.](#)

A screenshot of the SAC Consulting Bookshelf website. The page features a header with the Bookshop logo, a search bar, and social media icons. Below the header, there is a banner with the text "\$5,479,075.81 raised for local bookstores" and a photo of people sitting at a table. The main content area is titled "SAC Consulting Bookshelf" and includes a description of the Society for the Advancement of Consulting (SAC) and a note that the bookshop includes books published by SAC members.

Meet Our Members: Diane Garcia

This month we’re profiling Diane Garcia. [Contact Diane.](#)

Diane Garcia, president of Lorraine Consulting Inc., is an expert in supply chain management and helping clients develop their unique, complex supply chain and operational processes.

What is the one thing that most differentiates you from others in your field?

I am an enthusiastic agent of change. When working with clients, I



offer a fresh, contagious perspective on improvement opportunities. I get there by increasing collaboration and interest across organizations.

What is something you've learned about business that you would have liked your younger self to know?

Your reputation is the most valuable thing you possess. There's no better marketing strategy than being known for great work.

What do you find most valuable about SAC?

SAC provides me with a wonderful community of dedicated professionals with which to engage, and a collection of webinars to improve my consulting practice. In addition, I genuinely value being a member of the SAC Supply Chain SIG, which includes a brilliant group of Supply Chain & Manufacturing thought leaders. I consider them a tribe of mentors.

Want to Be Featured?

Complete your profile on the SAC website! Set up your profile now! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us.](#)

Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingassn. Our goal is to follow all of our active members and to retweet your posts when appropriate. If we're not yet following you, it's because we don't have your Twitter handle. Send us a DM and we'll add you to our list. [Follow us.](#)

December Press Release - Feed Their Needs: Put Customers First for Rapid Growth Next Year

CLAREMONT, CA— The best way to raise profitability now is to determine customers' needs in the new year and help address them, according to The Society for the Advancement of Consulting® (SAC). Providing clear, outstanding, and immediate value to customers will get businesses out of the depths of the COVID-19 crisis and raise their profitability.

[Learn more.](#)

January 13th Deadline for Next SAC News Release

Topic ideas for upcoming releases? [Let us know.](#)

Have you been quoted in a recent SAC press release? Why not? Here's the information for our next release. Join us!

Topic: *What advice do you have for businesses to retain or acquire talent, as the world recovers from the COVID-19 pandemic?*

Use this [link](#) to submit your input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases **no later than January 13th**. Please remember to check your grammar and provide your name with attribution!

Note that the word count **includes** your personal information. In order to keep the releases concise and readable, we are unable to accept contributions that are longer than the guidelines.

[Weiss Advice:](#)

TEN WAYS TO CONVINCING A BUYER THAT VALUE-BASED FEES ARE BEST



Here are some reasoning points to use to convince the buyer that a value-based fee is always in the buyer's best interest.

- 1. There is a cap on your investment. You know exactly what is to be spent and there are no surprises.*
- 2. There is never a "meter running." You do not have to worry each time my help is requested that I might be here for an hour, a day, or a week.*
- 3. It is unfair to you to place you in the position of making an investment decision every time you may need my help. Otherwise, you're trying to determine the impossible: Is this an issue that justifies a \$10,000 visit or a \$5,000 phone call?. No client should ever be in that position.*
- 4. Your people should feel free to use my assistance and to ask for my help without feeling they have to go to someone for budgetary approval. This only makes them more resistant to sharing their views, and at best delays the flow of important information.*
- 5. If I find additional work that was unanticipated but must be performed, I can do it without having to come to you for additional funds. In those instances, legitimate, additional work would otherwise be viewed as self-aggrandizing and an attempt to generate additional hours or days.*
- 6. If you find additional, **related work** that must be done, you can freely request it without worry about increased costs.*
- 7. The overall, set fee, in relation to the project outcomes to be delivered, is inevitably less of a proportional investment than hourly billing.*
- 8. If conditions change in your organization, you won't be in the difficult situation of having to request that the project be completed in less time. The quality approach is assured, since the fee is set and paid.*
- 9. If I decide that additional resources are necessary, there is no cost to you and I can employ additional help as I see fit.*
- 10. This is the most uncomplicated way to work together. There will never be a debate about what is billable time (e.g., travel, report writing) or what should be done on site or off site.*

Feel free to add others to my list as you come across them for your practice. The important thing is that I introduce this concept early, use as many of these arguments as I have to in order to convince the prospect, and I do so in the relationship building part of the sequence. In other words, although the prospect sees my fees for the first time in the proposal itself, the buyer is educated to the point that he or she expects to see a single quoted fee per option, and not a per diem or per head fee assigned.

Very early in the relationship you should state: "Let me tell you how I work."

The key to achieving any kind of interpersonal change is to convince the other person that the change is in his or her best interest. That's why you have to marshal your arguments around the prospect's improved condition, and the sagacity of using a project fee approach. Any and all work required in the early stages is more than justified by the outcome in the acceptance of the fee structure in the proposal. That's why preparatory work is so important in gaining business.

One more hint in buyer education. If the buyer says, "You're the first consultant to propose a single fee," or "We're accustomed to evaluating hourly fees for these projects," respond, "Exactly, that's what makes me different and so popular with clients. I've removed the uncertainty and questionable investments entirely. Here are some reasons that my approach works entirely in your favor..." Then go back to the reasons above.

Whenever someone says that everyone else is doing it the other way, use that as a means to stand out in the crowd, and don't flee because you appear to be different.

Note: Join my [50-week Deep Secrets](#) video and audio learning series: Learn quick techniques to improve your control and your language.

Stay in touch with Alan Weiss's events [here](#).

Upcoming SAC Events

December 8

Lisa Anderson: Get Known

SAC Business Accelerator Lab (via Zoom); 1pm PT (2.5 hours)

[More info.](#)

December 9

Penny Daniels: Managing the Media to Build Your Practice

SAC Best Practices Webinar; 11am PT. No charge for members.

[More info.](#)

December 17

Wine Down-Wake Up Zoom Meeting; 4pm PT.

Pre-Holiday Get-Together

January 12

Liz de Clifford: Speak Up!

SAC Business Accelerator Lab (via Zoom); 12pm PT (3 hours)

[More info.](#)

January 14

Gene Moran: Strengthen and Lengthen Client Engagements: Building Your Advisory Practice

SAC Best Practices Webinar; 11am PT. No charge for members.

[More info.](#)

February 9

Steve Markman: Attaining Speaking Engagements: Action Steps to Boost Visibility, Generate Business Leads, and Create Thought Leadership

SAC PRACTICUM Webinar; 11am PT. No charge for members.

[More info.](#)

February 16

Shellye Archambeau: Unapologetically Ambitious: Take Risks, Break Rules

SAC Best Practices Webinar; 11am PT. No charge for members.

[More info.](#)

February 25

Linda Popky: Write Now: How to Create Content That Drives Your Business in Today's Environment

SAC Business Accelerator Lab (via Zoom); 11am PT (2.5 hours)

[More info.](#)

March 3

Peter Winick: Thought Leadership

SAC Best Practices Webinar; 10am PT. No charge for members.

[More info.](#)

Mark your calendar!

Webinars are included in your SAC membership. [Join or renew](#) your membership now.

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